

School of Communication - Spring 2007

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## Editorial Staff

### Managing Editor

Sally Gutschow, 2007 Graduate

### Contributing Photographer

Tim Fitzgerald

### Other Contributions

Students from:

Summer Magazine Writing class

Fall Magazine Editing class

## PRSSA Wins National, State Awards

**M**ost college students don't think of liver transplants when they hear the words "we card." However, the 105 UNO students who became registered organ donors during the Public Relations Student Society of America's (PRSSA) week long "License to Give: We Card" campaign now have a different view of being "carded."

Five public relations students created the campaign to encourage UNO students to become organ donors. The team's campaign featured a barbecue, an organ donor "Jeopardy" game and a presentation from Brian Holcomb, a 23-year-old liver transplant recipient from Utah. The team's campaign was attended by more than 750 students.

"The team produced a very impressive effort and plans to start a Students for Organ Donation chapter on UNO's campus to carry on their work," said Karen Weber, the group's adviser.

Campaign team members Erika Berg-Jensen, Katie Curran, Sally Gutschow, Katie Kassebaum and Sarah Legg won first place in the 2006 National Organ Donor Awareness Competition. The team received the award and \$400 at the PRSSA conference on Nov. 13 in Salt Lake City. "The team was a diverse group of students and worked extremely hard," Weber said. "They were self-starters with creative ideas who really went for it. I was very proud of them."

The competition has been sponsored by

the PRSSA chapter of Rowan University since 1996 after its founder and adviser received a life-saving kidney transplant from his sister in 1992.

The PRSSA project is available for all advanced-level advertising and public relations students who are members of PRSSA. Students must apply for the campaign workshop class through Weber.

"The UNO School of Communication



2006 NODAC team Erika Berg-Jensen (left), Sally Gutschow, Katie Curran, Sarah Legg and Katie Kassebaum

is very proud of PRSSA and this national recognition," said Dr. Jeremy Lipschultz, the school's director. "The team did amazing work on the organ donor awareness campaign, and they again demonstrated why the public relations/advertising program at UNO is so strong."

The organ donor awareness campaign also received statewide recognition. The Nebraska chapter of the Public Relations Society of America gave the students three 2006 Paper Anvil Awards. PRSSA also received awards for its newsletter, PR Explosion, and for a promotional campaign for Habitat for Humanity and the NODAC media kit.



# From the Director's Chair...

by Dr. Jeremy Lipschultz, Director, School of Communication

## School of Communication Achieves Excellence

**A**cademic Excellence – these are two words that carry a lot of meaning these days for the UNO School of Communication.

Our school was recently recognized with the prestigious Strategic Planning Award for Academic Excellence. We were honored for our more than 650 faculty publications, the Speech Center, as well as collaborations in the areas of Service-Learning, the First Year Experience program and Information Science and Technology.

Additionally, the high quality of our student work demonstrated excellence to the selection committee. In fact, a separate committee also recognized us with a Departmental Teaching Award.

The Public Relations Student Society of America chapter, which was featured on a panel for the second straight year at the national meeting, returned from Salt Lake City with an amazing three national awards – including two first places.

“This is fabulous news,” said Interim Vice Chancellor of Academic Affairs Dr. Sheri Rogers. “Congratulations to all on these appropriate recognitions of

your commitment to excellence!”

Our chapter not only won first place in the National Organ Donor Awareness Competition, as announced last April, but also won first place in the National F. H. Teahan award in community and university service and third place in the PRSSA Ethics Advocacy Award, which also honored our faculty adviser. Under the excellent leadership of Karen Weber, they simply worked harder, smarter and better than larger PRSSA chapters.



Dr. Jeremy Lipschultz

“The level of competition is very high, and many of the programs have more students and resources,” Dean Gail F. Baker said. “However, none have more talent, dedication and determination than our students.”

Meanwhile, broadcasting students aired a two-hour election night special on The Omaha News (<http://TheOmahaNews.com>) and received local mentions from the media columnist for The Reader. They returned the next day for a regularly scheduled newscast. Executive Producer Dr. Chris Allen and Producer Dr. Michael

Hilt already are planning for Election 2008, which will feature increased live coverage from the field.

After the election, our chapters of Ad Club, the Society of Professional Journalists and PRSSA, in cooperation with the School of Communication, hosted a post-election forum on television advertising in the U.S. Senate race, and the Associated Press covered this important event. Speaking of journalism and mass communication, the School of Communication in October initiated its first members into Kappa Tau Alpha. Following a rigorous nine-month review process, UNO was awarded the 93rd KTA chapter in the nation; this is the seventh oldest honor society. Our 13 new members are in the top 10 percent of their class. “We are passing the light of truth to you,” Dean Baker told the inductees. “Through you, I believe, the lofty ideals that are KTA are in the absolute best of hands.”

In one of our other major initiatives, the School of Communication is rapidly developing the Speech Center. Under the leadership of Dr. Karen Dwyer and Marlina Howe, students and faculty members across campus are receiving guidance on their presentations. Dr. Dwyer, who won the University of

*Continued on page 7...*

## Student Organization News

### Ad Club

This year, for the UNO Ad Club, “Coke is it!” Fourteen members of the Ad Club are competing in the National Student Advertising Competition and this year’s client is the Coca Cola Classic. The team will be developing a full-fledged campaign, complete with research, strategy and print, outdoor, radio and TV ads. It all culminates with a 20-minute presentation at the regional competition in April. If they win, they will join 15 other teams at the national finals in June. Ad Club members have also participated in a Guerilla Marketing workshop and in the “Meet the Pro’s” conference held in Omaha, February 12 and February 13. This year’s officers are : president, Jackie Normington; vice president, Jay

Wood; secretary, Melania Schreiber; and recruiting officers, Sara Gentry, Maggie Susemihl, and James Sewell.

### SPJ

The UNO Society of Professional Journalists chapter, along with the Public Relations Student Society of America, sponsored a presentation on Oct. 19 by Carrie Weimar, an Omaha native who is now a reporter for the St. Petersburg Times. She spoke to students about her experiences as a newspaper journalist at the Omaha World-Herald, Newsweek and the Richmond (Va.) Times-Dispatch.

On Oct. 20, SPJ toured the Omaha World-Herald’s facilities. Staff writers Henry Cordes and Kristin Zagurski,

both UNO graduates, spoke to the group about their work at the newspaper. The group also toured the newspaper’s press facilities.

Four SPJ members – Patrick Doty, April Burress, Melissa Kline and Latavia Adams – attended the national SPJ convention in Chicago in late August. Also attending was adviser Dr. Sherrie Wilson. The students had an opportunity to attend sessions on career development and meet with other journalists from throughout the country.

### PRSSA

The UNO PRSSA chapter hosted the third annual Italian Night fundraiser Oct. 13 at the Apple Creek Clubhouse located at

*Continued on page 7...*



# Dean Foresees Bright Future for College

by Dr. Gail F. Baker

**I**t took considerable foresight, planning and courage to form the College of Communication, Fine Arts and Media at the University of Nebraska at Omaha.

After all, the "new" college brings together distinct disciplines with unique academic perspectives.

Our success depends on how well we meld our separate entities into one functioning unit that serves our students, advances the university and has a positive impact on our community.

When interviewing for dean, I called the position one of the most exciting opportunities in the country. Since my arrival, I have found those words to be true and the potential to be unlimited.

CCFAM has tremendous strengths, including a world-class faculty, dedicated and committed students, institutional support and passionate friends.

We are further bolstered by our diversity – teachers, scholars, professionals, artists, musicians and writers – each engaged in human expression, drawn to this work by our desire to communicate.

We face a number of challenges. At present, there isn't enough space. Like all colleges, we don't have enough money.

However, at CCFAM there is no shortage of excellent teaching, outstanding research and significant service. We simply do more with less.

Our reach goes beyond the campus and into the entire Omaha community. Our performances receive rave reviews; we hang edgy and traditional shows in our gallery. Our

students compete, and win, national awards.

So, what's next for CCFAM? In addition to aggressively seeking the resources to improve our margin of excellence, CCFAM is developing a strategic plan to help define exactly who we are and what we want to accomplish in the future.

We are positioned to take full advantage of our tremendous assets and poised to advance a vision that embraces human expression as the most cherished and exciting academic discipline.

At CCFAM, we believe we offer it all. The next step is for us to convince the rest of the world.



Dr. Gail F. Baker

## Dr. Allen Helps Bring Omaha Its News

**D**r. Chris Allen is a fan of the Omaha News, and his passion for helping his students learn broadcast news is evident.

Allen came to UNO in 1996 as an assistant professor and is now an associate professor in the School of Communication. He wanted to create a student-run live newscast. "Students need to not only gather the news, but also present it. It was really important to do."

This approach enhances students' ability to learn.

"They have to be able to report, they have to be able to shoot footage, they have to be able to edit, they have to be able to conceptualize the story," Allen said. "They have to know everything that comes out, they have to understand the political process, and they have to understand a little bit of sociology, psychology."

The Omaha newscast is for the students majoring in broadcast news. Students produce news segments with guidance from School of Communication faculty. UNO staff direct students in the live broadcast.

Allen makes one thing clear: The

Omaha News is not thought of as a student newscast.

"This newscast is a public service for the people of Omaha."

The Omaha News is broadcast live to 200,000 homes in the Omaha area through cable channels Cox 17 and Qwest 74. It airs Wednesdays at 4 p.m. and replays nightly at 9:30 p.m.

"The Omaha News makes us visible," Allen said. "Students are reporting the news for a legitimate purpose and that is to give Omaha a view of itself."

With the challenges of change brought on by rapid advancement in technology, Allen said, there is always room for improvement.

The Omaha News is also available online. Viewers can see news reports by the students at TheOmahaNews.com.

The newscast has opened opportunities for students seeking to be broadcasters, reporters or producers.

"We have a lot of people in the Omaha market who are working in television

news and it makes me happy to know that we have people outside of the Omaha market as well," Allen said.

"It is a good feeling when a student can leave and has had a good enough education that he or she can get a good job anywhere."

Former student Lindsey Miller praised Allen for his efforts to get the Omaha

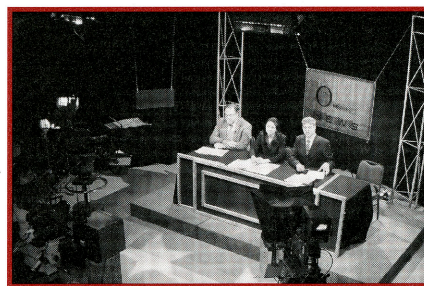
News running. "He doesn't just sit there and lecture you; he allows you to get on-the-job experience, which has really made me understand the process of putting on a newscast or even being an anchor."

The School of Communication has

benefited as well.

"The Omaha News is just another example of how the School of Communication responds to the needs of the students," Allen said.

In the fall 2006, students aired a two-hour election night special and carried live Sen. Ben Nelson's victory speech.



Students produce another edition of the Omaha News at studios in the Engineering Building.



# Mike Hill Builds Oscar-worthy Career in Editing

by David Golbitz

**E**very year millions of people gather around their televisions to vicariously celebrate the previous year's achievements in filmmaking by watching the Academy Awards. They cheer or criticize as each winner is announced and critique the stars' clothing as they make their way to the podium to accept their golden statuette. Many of those sitting at home watching often wonder what it must be like to hear your name called.

Omaha native and UNO graduate Mike Hill knows precisely what it's like. In 1996, he and co-editor Dan Hanley heard their names read by presenters Goldie Hawn and Kurt Russell for their editing of "Apollo 13."

"It was pretty terrifying," Hill said. "I didn't really expect us to win in the first place. It was the last thing on my mind, and I was sort of enjoying the whole experience, and when they announced our name, it was kind of shocking."

Ten years later, Hill is still living in Omaha with his wife Leanne. He remains awed by the gleaming award for his 10<sup>th</sup> collaboration with director Ron Howard. He has since gone on to edit another seven films with Howard, garnering another two Oscar nominations, for "A Beautiful Mind" in 2001 and "Cinderella Man" in 2005.

Hollywood, however, wasn't always in Hill's sights. After flitting from one major to the next, Hill graduated from UNO in 1973 with a degree in criminal justice. "I couldn't settle on anything for awhile," Hill said. "I was in journalism

for about a year and a half." He just wasn't able to focus on anything that he really liked until a friend suggested that Hill take some criminal justice courses.

After graduation, Hill moved to

together. The job title was assistant editor. I think that was in the back of my mind when I decided to try to pursue the editing."

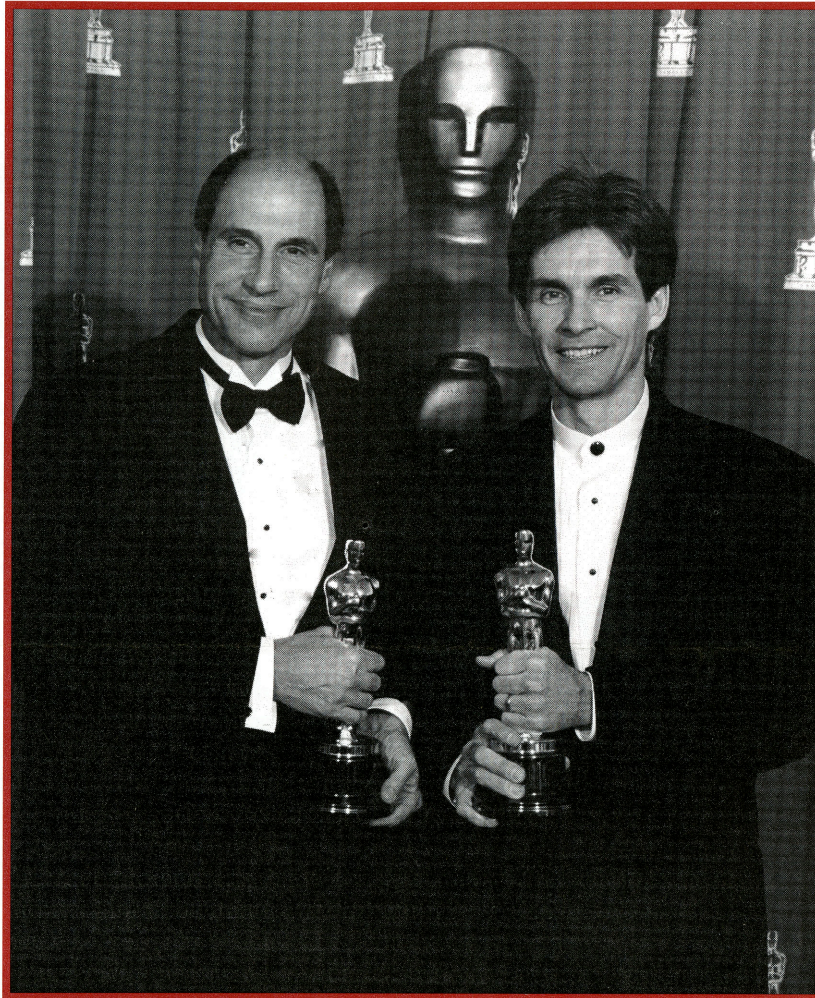
Fortunately for Hill, Hollywood was looking for fresh blood. "I had quite a bit of luck," Hill said. "1973 was a very busy time in Hollywood."

Soon, the editor's union called and told Hill to go to Paramount Studios to interview for an apprentice editor opening. He got the job and was quickly ushered into the world of television production.

During his eight-year apprenticeship, Hill learned from some of Hollywood's best filmmakers, including Elia Kazan on the last film he directed, "The Last Tycoon," in 1976. Kazan, who is best known for "A Streetcar Named Desire," was going to reshoot a scene, so "he let me edit the original dailies just so he could see what the scene looked like," Hill said. "That was a big moment for me."

Before long, Hill got his first opportunity to edit alongside Dan Hanley on "Night Shift." It was also their first film with director Ron Howard. "Ron liked what we did, he liked the way it turned out," Hill says. "We immediately went on to 'Splash.' From that point, I think Ron was pretty comfortable with us. We ended up doing everything he's done since then."

Editing, Hill said, is "a slow process of painstakingly going through every shot and every decision and trying to get it down to a workable length."



Mike Hill (left) and Dan Hanley with the Oscars they received for editing "Apollo 13."

California and worked at Chino State Prison outside Los Angeles. He realized quickly, however, he "didn't really like that line of work too much."

Hill quit his job at the prison and, because he was already in Los Angeles, did what any self-respecting 24-year-old would do. He sought a job in the film business.

Hill eagerly visited a number of Hollywood unions searching for work: cameramen, sound engineers, editing. "When I was at UNO," Hill said. "I worked at night at Channel 6 editing, splicing 16 millimeter commercials



# Henkel Blends Love of Technology with Writing

by Elizabeth Zielinski

**U**NO graduate Bob Henkel has spent nearly his entire career in journalism writing about technology and the industry that creates it. He continues to do so, writing a weekly column about the semiconductor industry for such trade publications as *Electronic Engineering Times*. He's worked in offices all over the nation including Los Angeles, Chicago, New York, and Washington, D.C.

Currently, Henkel informs his readers about the developments in the highest-of-high technology industries from a 220-year-old farmhouse on the coast in east Maine.

Henkel said he didn't intend to be a technology writer when his career began. "I wasn't excessively interested in it," he said. "But I was interested in how things work, and technologies were changing things fast. It really is a vast and changing subject, and it is fun to follow the change."

Henkel's college years, like those of many students at the time, were interrupted by the Korean War. "I had just left the reserves," he said, "when the war got so bad they started to draft college kids."

Henkel joined the Navy because he didn't want to be in the infantry. Initially stationed in San Diego, he worked in a squadron personnel office, handling travel and transfers. With the opportunity for a more challenging job, Henkel moved into weather forecasting. "We had a lot of fun running away from typhoons," he said with a laugh.

Once he returned to study at UNO, he started writing for the Gateway. "A week after coming back to school, I

got into a donnybrook with the Omaha World-Herald," he said. The debate professor at the school wanted to argue whether China should be admitted to the United Nations, but the school didn't want that because the current U.S. policy was against China's admission. The faculty wanted to debate it, but the Omaha World-Herald was against it. Henkel polled the faculty and wrote a front-page story on the outcome. "The educators had voted overwhelmingly to debate China's admission even though



Bobbi (left) and Bob Henkel

the school had decided not to," Henkel said.

The Gateway's poll scared university officials. Henkel wrote an article in the Gateway lambasting the World-Herald's position. The university worried that the results of the poll would show the faculty at odds with the university. The day before the paper came out, the president gave in and agreed that the debating team could debate that topic. "It was a lot of fun putting out a college newspaper that was making real news," Henkel said.

After graduating from UNO in 1956, and working for KMTV as an intern, Henkel took an internship at the Wall Street Journal in Chicago.

"They had gotten a lot of publicity with a new intern program. They decided to hire a dozen college graduates in an attempt to get the best people coming out of college. What they offered was

a starting salary that was more than engineering grads were getting at the time, and higher than many Journal reporters already on staff were getting. The result was that 1,700 people applied for the dozen jobs. I had a girlfriend that was living in Chicago, so I thought I could see her for an interesting weekend and talk to the Journal at the same time. So I wasn't stressed at all when I interviewed, and I was lucky enough to be hired."

After completing his internship with the Journal, Henkel was transferred to San Francisco, the center of the rapidly growing electronics industry. "I had never planned to go to the Journal. It was such a new field for me. Even back then, the newspaper was the leading business publication," he said. After working for the Wall Street Journal, *Electronics Magazine* and *Business Week*, Henkel began writing his weekly column on semiconductors from his home in Robbinston, Maine.

Today, Henkel and his wife, Bobbi, lead a busy life in rural Maine. They started a historical society in their little town, and he is the treasurer of the town's fire department. They restored a 120-year-old church so that it is just as it was in 1881. "It was built by ship builders, so it bears quite a remarkable resemblance to a ship's hull upside down," Henkel said.

The Henkels are almost "Mainers" now, having lived there for more than 13 years. They miss their Nebraska friends and relatives, but east Maine is the place they want to be. Of living in a 220-year-old home on 1,000 feet of ocean front across from Canada, Henkel said, "We have about 150 acres of woods and a great bunch of friends."



# New Speech Center Serves Students, Alumni

Sweaty palms. Butterflies in the stomach. Increased heart rate. No, this is not freshman speech class; it's a conference room full of business clients.

Many people suffer from speech anxiety, whether they are a freshman in college, recent graduate or seasoned professional. "Speech anxiety is normal and often times by practicing and preparing for a presentation a person can relieve a lot of that anxiety," said Marlina Howe, UNO Speech Center consulting coordinator. Now there's a new resource to help faculty, staff, students and alumni prepare for their presentations. It's the UNO Speech Center.

The Speech Center's Basic Course room has been helping students enrolled in UNO's basic public speaking course since 1997. The center received priority

excellence funds in 2004 and was able to open the Speech Consulting room to help UNO faculty, staff, students and alumni and promote "Speaking Across the Curriculum," a program that facilitates the teaching of speaking skills in all academic areas.

Howe said the consultants in the Speech Consulting room help with planning presentations, using PowerPoint presentations and many other aspects

of the speechmaking process. Consultants provide support to faculty who include student presentations in their courses. Many people also use the Consulting room for coaching and feedback on effective delivery skills.

Recording capabilities within the center allow the speakers to go back and watch themselves to identify areas of

improvement, Howe said.

She said the Consulting room can also be a great resource for anyone wanting help with interviewing skills and small group presentations; and for anyone wanting additional instruction and practice in public speaking, UNO classes are always available.

Students taking speech classes can visit the Basic Course room to receive help on topic selection and developing speeches, as well as use of speech-writing software.

Howe said hours of the center vary, but the consultants are flexible and can work with speakers to find a time that works best. Appointments can be made by calling (402) 554-3201.

UNO has made a commitment to help its students, even after graduation. With that obligation in mind and as time permits, the Speech Center Consulting room is open to help alumni, too.



*Marlina Howe in front of Speech Center.*

## Jennifer Mullins Focuses Thesis on Military Couples

*by Daniel Muller*

**I**magine being given only a few weeks' notice to leave home, not to go on vacation, but to create a new home for an unknown amount of time, away from family and friends.

Jennifer Mullins, working on her master of arts at UNO, knows a little too much about that situation. But she has made the most of it by using her personal experience as a military spouse to develop a focus for her thesis.

Mullins graduated with a bachelor of science degree from UNO and has done extensive work in the field of communication. She currently works as a graduate teaching assistant for the

School of Communication, teaching graphics and design classes, and was one of the first students to receive the graduate certificate in technical communication.

Mullins is the lead author of "Building Media Literacy

in Young Children through Service Learning" in the December 2006 issue of the online journal SIMILE. The article chronicles a process in which she and the co-author taught a class of 20 eighth-grade students the professional process of designing a Web site. The students' finished site was a service-learning project for downtown Omaha's Love's Jazz and Arts Center.

Mullins has a long background of volunteer service. She was the editor of CommUNO for three years, a member of the Marketing Committee for the Great Plains Girl Scout Council, a girl scout leader, and a student representative on the college's dean search committee.

"Anywhere I can see a need for help, I get my fingers into it. There is always volunteer work," she said.

Mullins' thesis topic is "a look at how military spouses employ relational maintenance strategies in communication channels during deployment."

"How couples maintain relationships while they are distant, through e-mail, the telephone, Instant Messaging or hand-written letters has become very interesting to me," she said.

Mullins aims to have her research completed and published by the summer of 2007. She hopes her work will have some impact on

the quality of life for military couples.

She doesn't regret any of her decisions, or her husband Steve's decision to lead a military life. "It's tough, but there's nothing I would do differently. Just to be able to support someone who is defending our country means a lot to me," she said.



*Jennifer Mullins*



## Helping People One Conflict at a Time

**W**ith three phases Dr. Shereen Bingham is able to educate students about conflict.

Conflict Coaching is a supportive relationship between a coach and a client who wants to improve the way he or she handles conflict. It is designed to help individuals acquire creative and effective ways to address difficult situations.

The students in Bingham's Interpersonal Conflict class work with middle school and high school members of Boys & Girls Clubs of Omaha. The students in the class are assigned the role of becoming a "conflict coach." The coaches are then put into groups and assigned to different clubs in the Omaha area.

"The coaches don't give advice, they encourage kids to make their own choices," Bingham said of her students. The fall 2006 semester was the third offering for Bingham's Conflict Coaching service learning project.

The service learning project has three phases. Relationship building is the first stage which involves building relationships with the clients and gathering basic information related to conflict. This phase is designed to form a trust and friendship between the coach and client.

After four sessions of relationship building, the group is ready for phase two, Conflict Coaching Sessions, which is the fundamental piece of the project. Each week includes group interaction and one-on-one meetings between the coach and client. The first week's session introduces the clients to different conflict styles. Using a questionnaire, which determines the style they used, the clients are able to reflect on alternative conflict styles. The second session provides the clients with an understanding of how to express strong emotions. The final session is based on perspective taking and problem-solving. This session requires the client to see the situation from both sides of the conflict.

The final phase, Conflict Coaching Celebration, is a commemorative conclusion of the project. The coaching groups give presentations about their experience with their club and clients. Coaches have the opportunity to reflect on their experiences and what they have learned from this project. Based on pre-test and post-test results, knowledge gained by the clients is included in the presentation. The clients are rewarded for their participation with recognition awards and a pizza party.

## Student Organizations

continued from page 2

14010 Dorcas Plaza. The evening of fine Italian dining raised \$2,500 for PRSSA. The chapter also held monthly bake sales and a Santa Paws event in December to help raise money for Merlin's Refuge.

The UNO PRSSA chapter was one of only eight chapters from across the nation selected to present at the 2006 PRSSA National Conference. Members Alex May, Jasmyn LeFlore, Jackie Normington and Stacy Seier presented at the conference in Salt Lake City on PRSSA chapter development. The title of their presentation was "Life Line: Would You Like to Phone a Friend?"

The National Conference gave PRSSA members the opportunity to network with professionals, receive resume critiques, meet other members from all over the country and attend seminars discussing several aspects of public relations.

## Director's Chair

continued from page 2

Nebraska Outstanding Teaching and Instructional Creativity Award last spring, joined a large group of faculty members presenting research papers in November at the National Communication Association meeting in San Antonio.

Dr. Dwyer and I are also part of a campus-wide group assisting in the development of the Institute for Collaboration Science. This group is creating new courses, fostering new research agendas, reaching out to the business and military community, and building new lab facilities.

Yet another collaboration with the Peter Kiewit Institute involves Steven Walker and his students — they videotaped oral histories of war veterans for the Durham Western Heritage Museum and a national archival project.

The Forensics team, coached by Abbie Farrens, has qualified

a group of students for national competition. Abbie has recruited increasing numbers of students, and the team now has an excellent mix of newcomers and seasoned veterans.



National Conference attendees Stacy Seier (left), Alex May, Sally Gutschow, Jackie Normington, Karen Weber, Audrey Klein, Jasmyn LeFlore

You can see why the School of Communication recently completed its six-year academic program review with flying colors. In fact, the vice chancellor of academic affairs and the dean of the College of Communication, Fine Arts and Media both noted that they had never seen such a positive review. The school has accomplished nearly all of the recommendations from its previous review, and we are poised for exciting times ahead.

With your continued support, the School of Communication will remain on its path of growth and, of course, academic excellence.



# Alumni Support Fuels Communications Organizations

The UNO School of Communication is enlisting the support of alumni to help fund various student organization activities. The school created The Founders' Club last year to provide external support to assist communication students who travel to regional and national conferences to give presentations or learn about their professions.

"We called it the Founders' Club because the \$10 contribution forms the foundation for a long-term development effort," said Dr. Jeremy Lipschultz, director of the school. "Founders will be asked to add a dollar each year to their investment in the future of our programs."

Lipschultz said alumni and friends

may become a member of the Founders' Club by donating at least \$11 to the school's Communication Excellence Fund during 2007.

The School of Communication Development Committee has established a needs list that includes establishment of an endowment to fund activities of excellence, a building to house the School of Communication, UNO Television and KVNO-FM, and support for faculty development.

Please visit the new School of Communication Web site at: <http://communication.unomaha.edu>. You can donate online by clicking "Alumni Giving," which takes you directly to our secure NU Foundation page. Your gift is tax deductible and

any amount is appreciated.

Those who have donated to the Founders' Club fund and others who assisted the school in 2006 are:

Larry and June Boersma  
Jodeane Brownlee  
Bob and Mary Lou Carlson  
Hugh P. Cowdin  
Paul Critchlow  
Janet Davis  
Sharon Dowell  
Richard Fletcher  
James and Jerilyn Hynes Kamm  
Jeremy and Sandy Lipschultz  
Dale and Kay Munson  
Deborah Smith-Howell  
Larry and Betty Smith  
David and Patricia Svoboda  
UPS Foundation

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You're invited to the 2007 School of Communication Awards Banquet. Consider this newsletter your invitation to the banquet Thursday, April 26, at 6 p.m. at the Thompson Alumni House at UNO. Please call Mary Gum, 402-554-2520, for more information or to make reservations. We welcome any donations to cover the cost of dinners for scholarship recipients.

**Save  
the Plate!**